

Serial No. 09/929,049

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 3, 7, 10, and 11 in accordance with the following:

1. (PREVIOUSLY PRESENTED) A display apparatus, comprising plural cells in which light emission is carried out selectively, wherein display brightness is determined by a number of times of said light emission and a total number of times of light emission in each cell of the display frame of a screen are varied, said display apparatus comprising:

a sustain frequency judgment part that judges the occurrence frequency of said total number of times of light emission by monitoring the change in said total number of times of light emission, said sustain frequency judgment part judging whether a first state, in which said total number of times of light emission is over a fixed first threshold value, occurs more than a fixed first frequency, and whether a second state, in which said total number of times of light emission is under a fixed second threshold value, occurs more than a fixed second frequency; and

a control part that controls said total number of times of light emission based on the judgment result of said sustain frequency judgment part.

2. (CANCELED)

3. (CURRENTLY AMENDED) A display apparatus as set forth in claim 1, wherein, said control part decreases said total number of times of light emission when said first state occurs more than said fixed first frequency, and increases said total number of times of light emission when said second state occurs more than said fixed second frequency.

4. (CANCELED)

5. (CANCELED)

6. (CANCELED)

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7. (CURRENTLY AMENDED) A display apparatus as set forth in claim 1, wherein said sustain frequency judgment part judges that the occurrence frequency exceeds said fixed first frequency when the cumulative time of said first state in a fixed cumulative period is over a fixed first value<sub>1</sub>, and that the occurrence frequency exceeds said fixed second frequency when the cumulative time of said second state in a fixed cumulative period is over a fixed second value.

8. (CANCELED)

9. (CANCELED)

10. (CURRENTLY AMENDED) A display apparatus as set forth in claim 1, wherein a gradation scale judgment part that judges the occurrence frequency of a fixed gradation scale is further provided, and said control part controls said total number of times of light emission based on the judgment results of said sustain frequency judgment part and said gradation scale judgment part.

11. (CURRENTLY AMENDED) A display apparatus as set forth in claim 10, wherein: said sustain frequency judgment part judges whether a first state, in which said total number of times of light emission is over a fixed first threshold value occurs more than a fixed first frequency, whether a second state, in which said total number of times of light emission is under a fixed second threshold value occurs more than a fixed second frequency, and whether a third state, in which the gradation scale calculated from the display data is over a third threshold value<sub>1</sub> occurs more than a third frequency; and

said control part controls said total number of times of light emission so as to decrease when said first state and said third state occur more than the first frequency and the third frequency, respectively.

12. (CANCELED)

13. (CANCELED)

14. (CANCELED)

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15. (CANCELED)
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25. (CANCELED)
26. (CANCELED)